



To: FCC Commission

From: Rex Hansen, Vice-President/General Manager
Journal Broadcast Group—Springfield, MO
KTTS-FM/KSGF-AM/KSGF-FM/KZRQ-FM/KSPW-FM

Journal Broadcast Group, Inc.
Springfield Operations
2330 W. Grand
Springfield, MO 65802
Phone: (417) 865-6614
Fax: (417) 865-9643

Re: MB Docket No 04-233

At Journal Broadcast Group, part of our mission is to be a leader in our market by providing the highest-quality product and services to our listeners—to be market-centric.

RADIO:

KTTS-FM 94.7

We operate five radio stations in Springfield, Missouri. The following is a description of how our Active Rock station, KZRQ-FM 106.7, serves our community.

KSPW-FM 96.5

KSGF-AM 1260

▪ **LOCAL NEWS**

Our core demographic group is Men 25-34. To reflect their interests, KZRQ averages two live local news stories per daypart (mornings, middays, afternoons and nights).

KSGF-FM 104.1

KZRQ-FM 106.7

▪ **LOCAL PUBLIC POLICIES**

KZRQ airs interviews with representatives from local non-profit organizations and/or other stories pertaining to local issues that are of interest to our audience.

▪ **LOCAL PROGRAMMING POLICIES**

Our staff maintains a close relationship with our listeners through on-location broadcasts, promotional appearances, phone calls and emails. This close relationship allows our staff to collaborate on which issues we deem to be most pertinent and interesting to our listeners. Those are the issues we pursue. We meet with local leaders of organizations that are associated with our selected issues, and we help devise plans by which our station can support the groups.

- **COMMUNITY-RESPONSIVE PROGRAMMING**

We are avid supporters of the “Don’t Drink and Drive” campaign, and we support the issue through a variety of avenues. We air local and recorded PSAs on the subject, encouraging our listeners to drink sensibly and never to get behind the wheel of an automobile when intoxicated. Our community offers a “Free Ride” for local night club customers who have had too much to drink. Our talent actively implores listeners to take advantage of this service. We keep a list of cab companies on hand and provide the names and phone numbers of those companies participating in the program.

We have partnered with “The Kitchen”, a local non-profit that serves homeless and underprivileged families and individuals. We create awareness of this organization by airing PSAs, encouraging listeners to provide support, by providing needed supplies or donating time and/or money.

- **POLITICAL PROGRAMMING**

We strongly advocate voter registration and the political process. We use our affiliation with MTV’s “Choose or Lose” campaign, airing :60 informational pieces that cover a variety of political issues, including: awareness of policies that affect our listeners, education on the importance of “swing states”, and testimonials from some of Hollywood’s biggest stars reminding listeners about the importance of voting. In addition, we placed a link on our website that lists details about all of the ballot issues, as well as an online voter registration. Listeners were directed to the site by on-air announcements for several weeks in advance of the election.

- **EMERGENCY PROGRAMMING**

Our sister stations, KTTS and KSGF-AM/FM have an extensive news team in-house. KZRQ is able to utilize that team to pass along breaking news and weather information to our listeners. If the situation warrants coverage, the ten-member news/weather team is at our disposal, allowing us to give constant updates with information the team provides.

- **PARTICIPATION IN COMMUNITY ACTIVITIES**

Our charity focus is “The Kitchen”, an organization previously mentioned in the “Community-Responsive Programming” paragraph. We also support the local Red Cross and Community Blood Center of the Ozarks by promoting the organizations’ blood drives or asking for community participation to help re-stock depleted blood supplies.

When Journal Broadcast Group acquired KZRQ in September 2003, we recognized the station’s potential to positively affect listener’s lives by providing support, education and leadership

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KZRQ is now an active, supportive member of our community, and the relationship we have built with our listeners allows us to hear their needs and provide the means to serve those needs. We will continue to serve our community and provide support, education and leadership. And we believe we can do that without the need for any additional FCC regulations.

Sincerely,

A handwritten signature in black ink, appearing to read "Rex Hansen". The signature is fluid and cursive, with the first name "Rex" being more prominent than the last name "Hansen".

Rex Hansen
Vice-President/General Manager
Journal Broadcast Group
KZRQ-FM
Springfield, MO